

Message Text

CONFIDENTIAL

PAGE 01 AMMAN 03483 171358Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 COME-00 TRSE-00 OMB-01
CIAE-00 INR-10 NSAE-00 STR-07 /037 W
-----046079 172201Z /64
R 171308Z APR 78
FM AMEMBASSY AMMAN
TO SECSTATE WASHDC 5792

C O N F I D E N T I A L AMMAN 3483

E.O. 11652: GDS
TAGS: ETRD, JO, US
SUBJECT: EFFORTS TO REMOVE COCA COLA FROM BLACKLIST

REF: A) STATE 97334, B) AMMAN 2707, C) AMMAN 3265

1. WE AGREE WITH DEPARTMENT THAT COURSE MOST LIKELY
TO RESULT IN FAVORABLE ACTION OR LEAST ATTITUDE ON PART
OF GOJ REGARDING REMOVAL OF COCA COLA FROM BLACKLIST
WOULD BE DIRECT APPROACH BY COCA COLA TO HIGH LEVEL OF
GOJ. AS AMMAN REFTELS POINT OUT, HOWEVER, WE CAN NOT
BE SANGUINE THAT EVEN BEST OF ALTERNATIVE COURSES OF
ACTION WILL ACHIEVE DESIRED RESULT.

2. IF RANKING OFFICIAL OF COCA COLA WILLING TO VISIT
JORDAN TO PRESENT HIS COMPANY'S CASE PERSONALLY TO GOJ,
WE WOULD BE HAPPY TO ARRANGE AND SUPPORT APPOINTMENT WITH
PRIME MINISTER BADRAN.

3. APPOINTMENT WITH KING HUSSEIN MAY ALSO BE APPROPRIATE.
SOME MONTHS AGO COCA COLA PRESIDENT DID SEE HUSSEIN.

4. IN ANY CASE COCA COLA SHOULD BE CAUTIONED THAT PURSUIT
OF EVEN BEST COURSE OF ACTION HOLDS NO GUARANTEE OF
IMMEDIATE OR EVEN EVENTUAL SUCCESS WITH GOJ. ALTHOUGH, AS
STATED REF. C, GOJ WOULD WE BELIEVE BE SYMPATHETIC TO JOINING
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A POSITIVE MAJORITY IF PROSPECTS OF SUCH COULD BE DEMONSTRATED
TO THEM ON A VISIT.
PICKERING

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: NEGOTIATIONS, EXCEPTIONS LIST, BOYCOTTS, BUSINESS FIRMS
Control Number: n/a
Copy: SINGLE
Draft Date: 17 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Film Number: D780164-0842
Format: TEL
From: AMMAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780451/aaaabrel.tel
Line Count: 58
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: f20528ad-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Page Count: 2
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Reference: 78 STATE 97334, 78 AMMAN 2707, 78 AMMAN 3265
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TAGS: ETRD, JO, US, COCA COLA
To: STATE
Type: TE
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